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Contract

## **Strategic Brand Development and Guardianship**

Transport for Wales

F03: Contract award notice

Notice identifier: 2023/S 000-011436

Procurement identifier (OCID): ocds-h6vhtk-038959

Published 21 April 2023, 10:12am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Transport for Wales

3 Llys Cadwyn, Taff Street

Pontypridd

CF37 4TH

#### **Email**

[procurement@tfw.wales](mailto:procurement@tfw.wales)

#### **Telephone**

+44 2921673434

#### **Country**

United Kingdom

#### **NUTS code**

UKL - Wales

**Internet address(es)**

Main address

<http://tfw.wales>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA50685](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA50685)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Transport

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Strategic Brand Development and Guardianship

Reference number

C000713.00

#### II.1.2) Main CPV code

- 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

The Welsh Government has declared a climate change emergency and we're here to change the way Wales travels. We want to inspire people to think differently about the way they travel and for walking, wheeling, cycling, and travelling by public transport to be their preferred choice. We have already made a big impact on many people's lives, and this will continue as we develop a sustainable, integrated transport network across Wales.

Our aim is to increase the number of journeys by active travel or public transport by 40% by 2040. This is the target set in the Welsh Government's strategy for the future of transport in Wales - Llwybr Newydd: the Wales Transport Strategy 2021.

We know what we need to achieve, and we have a clear mission, vision, and values. We also know that changing the way we travel isn't about one big statement. It's about us all making changes, big and small, in the coming years.

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life. We also want our brand to continue to be a respected member of the Cymru Wales nation

brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the long-term to elevate our brand's status and increase engagement with our key audiences.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £600,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Our brand helps us to bring our ambitions to life. We aim to encourage people to trust and believe in us and to commit to changing their behaviour, travelling more sustainably, and doing their bit for all our futures. We're implementing our ambitious plans to transform transport in Wales and our brand is playing and will play an increasingly key role as the transformation grows.

We're building a bilingual, customer-focused, and multimodal brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life. We also want our brand to continue to be a respected member of the Cymru Wales nation brand family.

This contract will help us develop and deliver our brand strategy and build our brand over the long-term to elevate our brand's status and increase engagement with our key audiences.

We are looking to appoint a partner to help us build our brand and deliver the

requirements of this contract with the following key areas of focus, but not limited to:

? Strategic brand development and creative direction

? Brand management and guardianship

? Brand identity and standards

? Research and insight

? Specialist expertise

#### **II.2.5) Award criteria**

Quality criterion - Name: Understanding of our requirements / Weighting: 10

Quality criterion - Name: Proposed strategic approach / Weighting: 15

Quality criterion - Name: Effectiveness of the proposed approach / Weighting: 10

Quality criterion - Name: Understanding us and our strategic ambitions / Weighting: 15

Quality criterion - Name: Understanding of TfW's target audiences / Weighting: 10

Quality criterion - Name: Proposed team / Weighting: 10

Price - Weighting: 30

#### **II.2.11) Information about options**

Options: Yes

Description of options

Option to extend for up to two periods of 12 months each.

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-033868](#)

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## **Section V. Award of contract**

### **Contract No**

C000713.00

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 March 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

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96 Lavernock Road

Penarth

CF643QF

Telephone

+44 7813330606

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £600,000

Total value of the contract/lot: £600,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Tender documents will be available via eTenderWales at:

<https://etenderwales.bravosolution.co.uk/>

Please refer to project\_51862 and ITT\_99369 - Strategic Brand Development and Guardianship to obtain the tender documentation.

Any tenderer queries and responses and any circulars that may be issued during the tender period are to be communicated exclusively via the eTenderWales portal only. All responses will be shared with all tenderers unless the query is deemed confidential or commercially sensitive.

(WA Ref:130970)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom